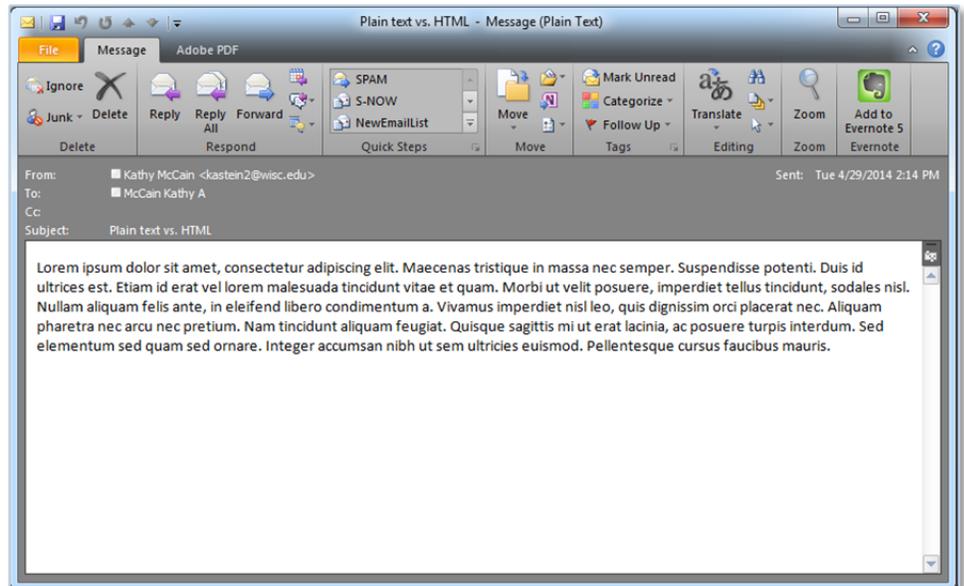
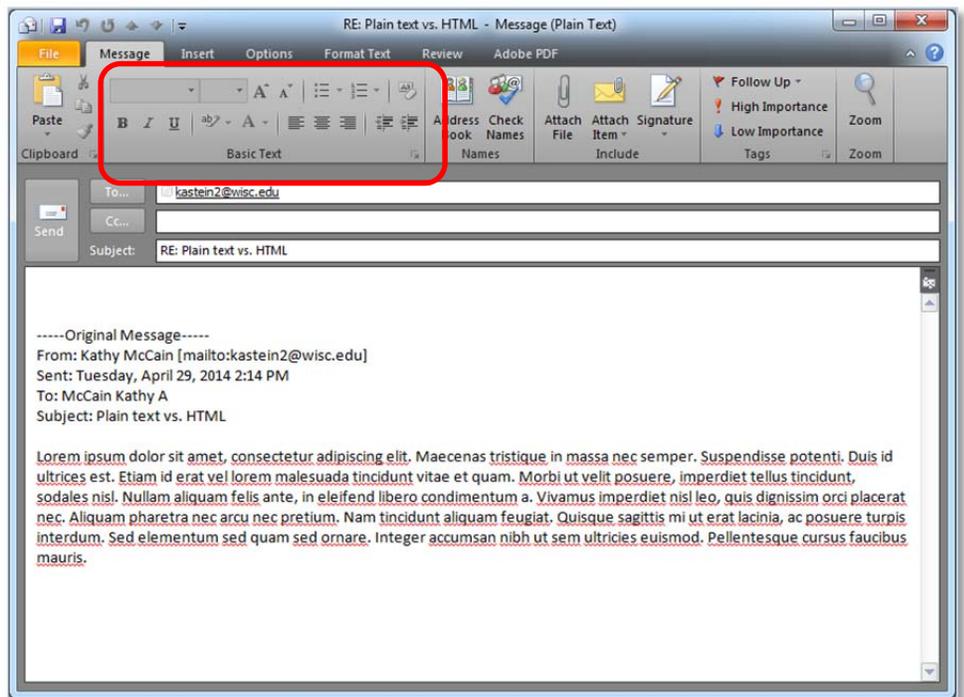


HTML VS Plain Text Email Messages

Have you ever gotten an email from someone that looks "bland" or "flat" like this one?



And when you try to reply, the formatting options are not available to you - the options are "greyed-out"?

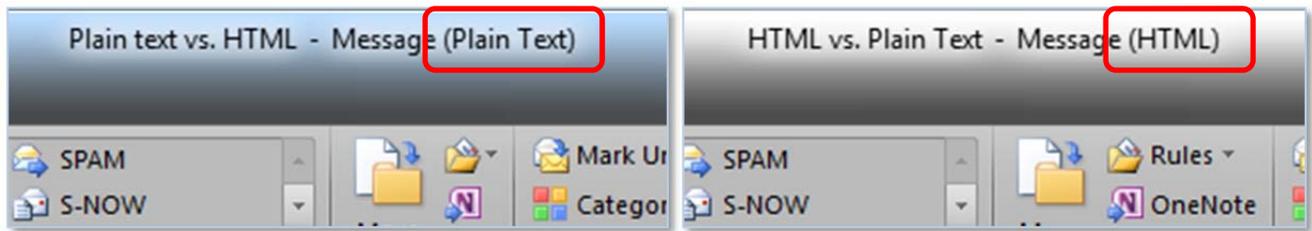


Do you want to know why??

The sender used Plain Text instead of HTML when sending this message.

Most email programs - including Outlook - use HTML (HyperText Markup Language for the geeks out there) as the default when creating email messages. Using HTML allows you to use different fonts and font sizes and colors, underlining, bolding, pictures, etc., in the body of your messages. If a message is sent in Plain Text, however, that's all you get - just text with no formatting or pictures.

Luckily, Outlook gives you a little clue as to whether a message was created in Plain Text or HTML. Just look at the title bar of the message and you can see it right away.



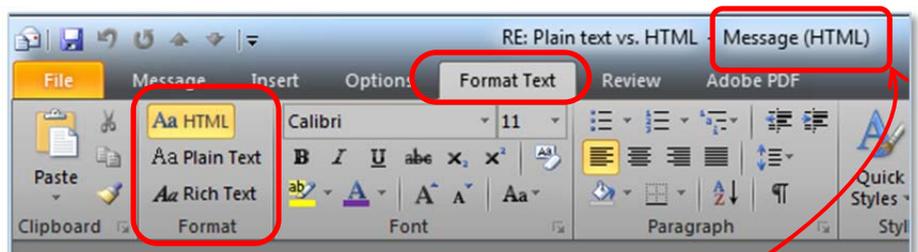
Why would anyone send a message in Plain text? There are a few reasons:

1. Guarantee accessibility - for the slim chance that the receiver cannot read HTML messages
2. The message size is smaller using plain text (bonus for spammers!)
3. Messages that are generated from webpages form are easier to configure

So you get a message created using Plain Text and you want to reply - but you want to highlight some information or add your fun signature that includes a picture. You will notice that if a message is sent using Plain Text - it will stay in Plain Text for the reply by default. But....if you prefer, you can change your reply to HTML.

In your reply, click the Format Text tab

In the Format group, select HTML



Voila! Your message is now in HTML!